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Growmobile to Showcase Its Mobile Marketing Solutions at Leading Mobile Gaming and Digital Industry Events

TEL AVIV, Israel & SAN FRANCISCO--(BUSINESS WIRE)-- [Growmobile](#), [Perion](#)'s social and mobile marketing division, announced today that it will be showcasing its [mobile marketing solutions](#) at three upcoming mobile gaming and digital industry events: Gaming Insiders 2015; Shop.org 2015 and at an exclusive Mobile Monday roundtable event.

Growmobile was a contributing sponsor at the [Gaming Insiders](#) Summit, which was held September 24 - 25 at San Francisco's Intercontinental Hotel. The event is the largest gathering of professionals in the videogame industry. Growmobile demonstrated its enhanced mobile marketing solutions during the summit, including its recent addition of Instagram advertising.

Kicking off October's events, Growmobile will participate at the National Retail Federation [Shop.org digital summit](#), held at the Pennsylvania Convention Center in Philadelphia on October 5 - 7, as a sponsor and exhibitor. Shop.org has become one of the most important annual events for digital and multichannel retailers. Growmobile's team, led by its Global CRO, Ms. Joanna Sammartino Bailey, will be available at booth 1633 throughout the event.

Following the Shop.org event, Growmobile will exclusively sponsor a [MobileMonday™ \(MoMo\)](#) executive AdTech dinner in New York City on October 8. Mobile Monday is an open community of mobile industry visionaries, developers and executives. The event will be attended by heads of acquisition and revenue from a number of the largest brands, agencies and publishers in New York City.

"Our mobile marketing solutions provide some of the world's best known and respected brands with unmatched user acquisition and engagement capabilities," said Shai Gottesdiener, General Manager of Growmobile. "We look forward to showcasing our platform at these important events."

The Growmobile [user acquisition platform](#) is available as a self-serve or fully-managed solution, allowing advertisers to promote their app across the industry's top traffic sources, including [mobile ad networks](#), ad exchanges, Google, Facebook, Twitter, Instagram and more, all via one operationally-painless interface.

Growmobile's newest user engagement offering helps CRM managers engage and retain the users they invested time and money to acquire.

To learn more about Growmobile, visit www.growmobile.com.

About Perion Network Ltd.

Perion powers innovation. Perion (NASDAQ: PERI) is a global performance-based media and Internet company, providing online publishers and app developers advanced technology and a variety of intelligent, data-driven solutions to monetize their application or content and expand their reach to larger audiences, based on its own experience as an app developer. Our leading software monetization platform, [Codefuel](#), empowers digital businesses to optimize installs, analyze data and maximize revenue. Our mobile marketing unit, [Growmobile](#), enables app marketers to advertise across the industry's top-performing traffic sources, including Facebook, Twitter and Instagram (by MMR) and Google, and increase user spend, reduce churn and improve retention through CRM engagement campaigns. The Perion team brings decades of experience, operating and investing in digitally-enabled businesses, and we continue to innovate and create value for the app ecosystem. More information about Perion may be found at www.perion.com. Follow Perion on Twitter [@perionnetwork](#) and Growmobile at [@growmobile](#).

Forward Looking Statements

This press release contains historical information and forward-looking statements within the meaning of The Private Securities Litigation Reform Act of 1995 with respect to the business, financial condition and results of operations of Perion. The words "will," "believe," "expect," "intend," "plan," "should" and similar expressions are intended to identify forward-looking statements. Such statements reflect the current views, assumptions and expectations of Perion with respect to future events and are subject to risks and uncertainties. Many factors could cause the actual results, performance or achievements of Perion to be materially different from any future results, performance or achievements that may be expressed or implied by such forward-

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